Shasta Dam Fish Passage Evaluation Stakeholder Communication and Engagement Plan

Attachment B – Shasta Dam Fish Passage Evaluation Questions for Interviews with Stakeholders and Landowners (Version July 28, 2013)

Prepared by:

United States Department of the Interior Bureau of Reclamation Mid-Pacific Region

Setting Interview Appointments

When scheduling the one-hour phone interview, refer the interview candidate to the fact sheet available on the Project Web site. The fact sheet includes an overall description of the Project and a description of the six task areas (subcommittees) that are listed below in the question section. Also refer to the content in Introduction No. 3 to describe the use of the information and the level of anonymity. In the event a candidate requests an in-person interview: Cordially respond that the outreach research format is intended to keep the data collection equal across all participants; and that as a key stakeholder we expect to personally meet with he/she numerous times during the course of the Project.

Interviewer Script

Introduction

Interviewer self-introduces and explains they are an employee of MWH Americas working on behalf of the Bureau of Reclamation and the National Marine Fisheries Service on a pilot study to reintroduce Chinook salmon into the watersheds above Shasta Dam.

Thank you for talking/meeting with me today. Let's take care of some housekeeping issues.

- 1. You were selected to be interviewed because you represent [an organization/agency that has a stake, own land or have been personally active] in the Shasta region. You are one of 20 people in various interest areas that we are listening to this month to gather input about communication and engagement approaches and thoughts related to the Shasta Dam Fish Passage Pilot Study and apply that to development of a stakeholder and public outreach plan. You were selected because of your experience, expertise and your position among your peer group.
 - Be prepared to provide a brief overview of the project if requested, particularly as it relates to the NMFS RPA determination.

Shasta Dam Fish Passage Evaluation
Stakeholder Communication and Engagement Plan
Attachment B – Shasta Dam Fish Passage Evaluation Questions
for Interviews with Stakeholders and Landowners (Version July 28, 2013)

- b. Be prepared to identify the name of others being interviewed. Request that they do not contact other candidates until we are complete with all interviews.
- 2. As mentioned when scheduling this call, the interview will take between 45 and 60 minutes to complete. We want this to be a conversation. So please feel free to ask me questions. Any questions I can't answer will be relayed to the appropriate individual, who will call you.
 - a. Is now still a good time for you? (Wait for response.)
- 3. Before we get into the interview, let's revisit details of the interview format, how the information will be used, what Reclamation and NMFS will see, and an upcoming public meeting.
 - a. The interview format will collect responses to openended questions and responses that can be tabulated. Some of the questions will ask to:
 - i. Provide your personal viewpoint.
- ii. Provide what you think would represent the viewpoints of your colleagues/peers.
 - b. All interview questionnaires will be aggregated into a single interview report. This will be incorporated into the outreach plan.
 - i. Would you like a copy of your responses from today's conversation and the interview report when it's completed? (*Wait for response*.)
 - c. Next, I'd like to briefly chat about anonymity. We want you to say what's on your mind and Reclamation/NMFS has agreed that we delete respondent names from each interview questionnaire before they get a chance to see them.
 - i. However, unless you direct me otherwise, we plan to include your name and organization in a list of participants in the interview report. (*Wait for response*.)

- d. As I mentioned before, we are planning a public meeting in the Lakehead or Dunsmuir area on August 27 to describe the fish passage pilot study, the regulatory requirement that is driving its formation, review the study's planning processes and milestones and receive suggested improvements and recommendations from landowners, stakeholders, agencies, organizations and others to the study. We hope to see you there.
- 4. First off, here's what we understand about you:
 - a. Position, Organization, Location:
 - b. Education:
 - c. Active in:
 - d. Anything you would like to add?

Shasta Dam Fish Passage Evaluation Stakeholder Communication and Engagement Plan Attachment B – Shasta Dam Fish Passage Evaluation Questions for Interviews with Stakeholders and Landowners (Version July 28, 2013)

	Question	Intent of Question			
Prior to my call, to what extent were you familiar were you with the project? How long have you been tracking the study/When did you first hear of the study?		Gather baseline awareness, awareness of the RPA, and communication channels.			
2. How do you see yourself involved in this project?		Limited, heavily active, information only, etc.			
identified	g to ask two sets questions that are based on six of the key task areas of the study. These are the six categories contained in the factsheet I ou from Reclamation's website. They include:				
1.	Fish Health and Genetics				
2.	Fish Passage Technology				
3.	Habitat				
4.	Pilot Plan				
5.	Policy and Regulatory				
6.	Public Outreach				
diffic or fin perso	Question: Each of these tasks is unique and has different degrees of ultly to research or conduct. This can be due to technical, policy, political ancial perspectives. If you were to place a SCORE of how you onally felt the difficulty of each task was on scale of 1 to 6, with 6 having ighest level of difficulty, what would be your answers:				
1.	Fish Health and Genetics	Implementation strategy			
2.	Fish Passage Technology				
3.	Habitat				
4.	Pilot Plan				
5.	Policy and Regulatory				
6.	Public Outreach				
4. Follo	w-up: Ask why one was scored the lowest and another the highest.				
5. Do you think the SCORES would change among your peer group? If so, which ones and why?		Gather opinions.			
each	econd question uses the same list of tasks, but we want you to RANK category – from first place to sixth place – in terms of their nunication/engagement/informational importance.				
1.	Fish Health and Genetics				
2.	Fish Passage Technology	Communication focus			
3.	Habitat				
4.	Pilot Plan				
5.	Policy and Regulatory				
6.	Public Outreach				
7. Why	did you pick your #1 and #6?				
	8. Do you think these RANKINGS would change among your peer group? If so, which ones and why?				

Question	Intent of Question
What are your thoughts on the three best ways we should engage landowners, agencies and other interest groups in the study?	Hear from them directly what will help them stay engaged.
Are there others in your organization, other groups or individuals we should include in our outreach?	Non-positional way of learning who the partner views as important; gather information to expand the partner and interested parties database.
11. How would you like to receive information about this project in the future?	Help ensure smooth communication; determine communications preferences.
Can you suggest any newsletters, websites, forums or other existing communication channels that should receive information about fish reintroduction into the upper watershed?	Expand the communication channels.
13. Is there anything else that you'd like us to know?	Gather unsolicited information.
14. Do you have any questions for me?	Maintain open channels of communication.

Shasta Dam Fish Passage Evaluation Stakeholder Communication and Engagement Plan Attachment B – Shasta Dam Fish Passage Evaluation Questions for Interviews with Stakeholders and Landowners (Version July 28, 2013)

This page left blank intentionally.